CANADA/NEW BRUNSWICK
CONSERVATION AND
ALTERNATIVE ENERGY AGREEMENT

L'ENTENTE CANADA/NOUVEAU-BRUNSWICK
SUR LES ÉCONOMIES D'ÉNERGIE
ET LES ÉNERGIES DE REMPLACEMENT

Survey of Public Attitudes Towards Energy Conservation

Research Recommendations

Prepared for:

Department of
Natural Resources and Energy
Fredericton, N.B.

and

Energy Mines and
Resources
Canada

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SURVEY OF PUBLIC ATTITUDES TOWARDS ENERGY CONSERVATION

RESEARCH RECOMMENDATIONS

The following recommendations represent the research firm's interpretation of actions which seem appropriate, given the information collected in this study of New Brunswick homeowners. These are presented under separate cover because they are interpretations and therefore subjective material. Baseline would expect that others who read the detailed report might propose a different, or perhaps similar, group of recommendations. It remains a management decision to evaluate the recommendations and implement action plans.

The information collected through this study suggests that the Department of Natural Resources and Energy has a difficult task to promote energy conservation. Many homeowners believe that they have accomplished the basics needed to conserve energy and further savings may not be worth the investment. In order to counter this the following approach is suggested.

1) Because the term "energy conservation" seems

to imply some type of hardship or severe action, we suggest the idea of "efficiency" or "energy-value" terminology is more consistent with today's value structure and may be more likely to motivate consumers.

2) General information continues to be needed; information on the best things to do within a home. However, for the homeowner today, we suggest distribution through electric utility mail-outs, material in government offices (including post offices if possible), and personal and written presentations at home shows.

3) Because people seem to have lost sight of the social and environmental implications of energy efficiency programs, efforts should ensure the incorporation of an energy module in school curriculum. If people are not informed of the need for energy efficient construction and renovation, even today's activity level will decrease. If we are to use energy wisely and efficiently, people have to be informed.

4) Given the underlying lack of motivation, little benefit can be gained from passive services - those which require that consumers/citizens initiate requests for information or action seem somewhat inappropriate today.

5) If the government is to continue its involvement in energy conservation, it should become a more aggressive promoter of the need for the efficient use of energy resources.

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